Station WHRC
Haverford College
Haverford , Penna.
April 7, 1952

Mr. David W. Borst
706 Sanders Ave.
Schenectady 2, N.Y.

Dear Sir:

We are pleased to be able to cooperate with you in this advertising venture. I am confident it will work to our mutual advantage.

Regarding the scheduling, you see from the B202 form I am returning that broadcasts the weeks of March 30 and May 25 are not possible. We started broadcasting tonight the time order spots you have scheduled: April 7, 8, 15, 16, 17, 18, 21, 22, 29, 30, and May 1, 2, 5, 6, 13, 14, 15, 16, 19 and 20. In addition to these, may I suggest April 14, 23, 28, and May 7, 12, and 21, in order to make up the twenty-six spots? We await your pleasure.

The spots are scheduled at our 10 PM station break; this is probably the most favorable time throughout the evening. It is immediately preceded by a classical program, "Great Music," and is followed by produced programs of special interest (drama, special events, etc.).

Will you please inform us if the plans for greater frequency of announcements, as outlined above, is satisfactory? Until then, we will keep these times open for your advertising.

Regarding further network operation, we will extend a blanket network option to your agency with the following exceptions:

8:00-8:05 News M-F
11:00-11:05 News M-F

These are both contracted features. We shall appreciate consideration for future spots or sponsored programs. We shall submit a complete program schedule to you upon request.

Sincerely,

William Morrison
Station Manager